

## INVOICE



**WSFA**  
**12 East Delano Ave.**  
**Montgomery, AL 36105**  
**Main: (334) 288-1212**  
**Billing: (334) 288-1212**

[www.wsfa.com](http://www.wsfa.com)

Billing Address:

**Front Line Strategies**  
**Attention: Accounts Payable**  
**526 East Park Avenue**  
**Tallahassee, FL 32301**

Send Payment To:

**WSFA**  
**Regions Bank**  
**ATTN: Lockbox # 1400**  
**P.O. Box 11407**  
**Birmingham, AL 35246-1400**

Invoice #	Invoice Date	Invoice Month	Invoice Period
1806151-1	09/24/17	September 2017	08/28/17 - 09/10/17

Property	Account Executive	Sales Office	Sales Region
WSFA	Ryan Eddins	HRP-Washingto	National

Advertiser	Product	Estimate Number
POL/Moore, Roy/Senate	ROY MOORE FOR SENATE	

Flight Dates	Order #	Alt Order #
09/05/17 - 09/10/17	1806151	08775774

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

Agency Code	Advertiser Code	Product 1/2

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	09/05/17	09/08/17	Today In Alabama	6a-7a	-TWTF--	:30	4	\$175.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/04/17 09/10/17 -TWTF-- 4 \$175.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WSFA	Tu	09/05/17	6:46 AM	Today In Alabama	6a-7a	:30	Judge Roy Moore - Stand	\$175.00 NM
3	WSFA	W	09/06/17	6:39 AM	Today In Alabama	6a-7a	:30	Judge Roy Moore - Stand	\$175.00 NM
4	WSFA	Th	09/07/17	6:20 AM	Today In Alabama	6a-7a	:30	Judge Roy Moore - Stand	\$175.00 NM
2	WSFA	F	09/08/17	6:23 AM	Today In Alabama	6a-7a	:30	Judge Roy Moore - Stand	\$175.00 NM
2	09/05/17	09/08/17	NBC Today Show	7-9am	-TWTF--	:30	4	\$115.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/04/17 09/10/17 -TWTF-- 4 \$115.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WSFA	Tu	09/05/17	8:53 AM	NBC Today Show	7-9am	:30	Judge Roy Moore - Stand	\$115.00 NM
4	WSFA	W	09/06/17	8:29 AM	NBC Today Show	7-9am	:30	Judge Roy Moore - Stand	\$115.00 NM
3	WSFA	Th	09/07/17	8:41 AM	NBC Today Show	7-9am	:30	Judge Roy Moore - Stand	\$115.00 NM
2	WSFA	F	09/08/17	8:56 AM	NBC Today Show	7-9am	:30	Judge Roy Moore - Stand	\$115.00 NM
3	09/10/17	09/10/17	NET NBC Sunday Today 7-8a Show		-----1	:30	1	\$45.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/04/17 09/10/17 -----1 1 \$45.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WSFA	Su	09/10/17	8:00 AM	NET NBC Sunday Today Show	7-8a	:30	Judge Roy Moore - Stand	\$45.00 NM
4	09/10/17	09/10/17	NET NBC Meet The Pres 8-9a s		-----1	:30	1	\$45.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/04/17 09/10/17 -----1 1 \$45.00									
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We warrant that the actual broadcast information shown on this invoice was taken from the Program Log and will be available, on request, for inspection by the advertiser or agency for 12 months from the date of invoice. Our Terms, Where Credit Has Been Extended, are Net 30 Days From Date of Invoice.

The station may utilize various mediums to deliver advertisements to its viewers, including but not limited to, simulcast and/or delayed airings through mobile and internet applications and services. You must notify the station immediately if you do not have rights to your advertisements or any of its components beyond a television broadcast. Without such notice, the station may utilize various mediums beyond the television broadcast to reach its viewers.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.

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Advertiser		Product	Estimate Number
POL/Moore, Roy/Senate		ROY MOORE FOR SENATE	

[www.wsfa.com](http://www.wsfa.com)

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
4	09/10/17	09/10/17	NET NBC Meet The Pres 8-9a s		-----1	:30	1	\$45.00	NM
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WSFA Su 09/10/17 8:59 AM NET NBC Meet The Press 8-9a :30 Judge Roy Moore - Stand \$45.00 NM									
5	09/10/17	09/10/17	WSFA News Sunday AM 9-930a		-----1	:30	1	\$20.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
09/04/17 09/10/17 -----1 1 \$20.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WSFA Su 09/10/17 WSFA News Sunday AM 9-930a :00 <del>\$20.00</del> NM									
Credited									
6	09/05/17	09/08/17	NBC Today 2	9-10am	-TWTF--	:30	4	\$50.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
09/04/17 09/10/17 -TWTF-- 4 \$50.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
2 WSFA Tu 09/05/17 9:59 AM NBC Today 2 9-10am :30 Judge Roy Moore - Stand \$50.00 NM									
3 WSFA W 09/06/17 9:59 AM NBC Today 2 9-10am :30 Judge Roy Moore - Stand \$50.00 NM									
1 WSFA Th 09/07/17 9:34 AM NBC Today 2 9-10am :30 Judge Roy Moore - Stand \$50.00 NM									
4 WSFA F 09/08/17 9:57 AM NBC Today 2 9-10am :30 Judge Roy Moore - Stand \$50.00 NM									
7	09/05/17	09/08/17	NBC Today Show 3	10-11am	-TWTF--	:30	4	\$50.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
09/04/17 09/10/17 -TWTF-- 4 \$50.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WSFA Tu 09/05/17 10:34 AM NBC Today Show 3 10-11am :30 Judge Roy Moore - Stand \$50.00 NM									
2 WSFA W 09/06/17 10:35 AM NBC Today Show 3 10-11am :30 Judge Roy Moore - Stand \$50.00 NM									
4 WSFA Th 09/07/17 10:34 AM NBC Today Show 3 10-11am :30 Judge Roy Moore - Stand \$50.00 NM									
3 WSFA F 09/08/17 10:33 AM NBC Today Show 3 10-11am :30 Judge Roy Moore - Stand \$50.00 NM									
8	09/05/17	09/08/17	WSFA 12 News at Noon	12-1230pm	-TWTF--	:30	4	\$100.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
09/04/17 09/10/17 -TWTF-- 4 \$100.00									
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2 WSFA Tu 09/05/17 12:23 PM WSFA 12 News at Noon 12-1230pm :30 Judge Roy Moore - Stand \$100.00 NM									
1 WSFA W 09/06/17 12:11 PM WSFA 12 News at Noon 12-1230pm :30 Judge Roy Moore - Stand \$100.00 NM									
3 WSFA Th 09/07/17 12:16 PM WSFA 12 News at Noon 12-1230pm :30 Judge Roy Moore - Stand \$100.00 NM									
4 WSFA F 09/08/17 12:08 PM WSFA 12 News at Noon 12-1230pm :30 Judge Roy Moore - Stand \$100.00 NM									
9	09/05/17	09/08/17	WSFA 12 NEWS AT 4P M	M-F 4-430P	-TWTF--	:30	4	\$60.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
09/04/17 09/10/17 -TWTF-- 4 \$60.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
2 WSFA Tu 09/05/17 4:17 PM WSFA 12 NEWS AT 4PM M-F 4-430P :30 Judge Roy Moore - Stand \$60.00 NM									
3 WSFA W 09/06/17 4:12 PM WSFA 12 NEWS AT 4PM M-F 4-430P :30 Judge Roy Moore - Stand \$60.00 NM									
1 WSFA Th 09/07/17 4:23 PM WSFA 12 NEWS AT 4PM M-F 4-430P :30 Judge Roy Moore - Stand \$60.00 NM									

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Advertiser	Product	Estimate Number	
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www.wsfa.com

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10	09/05/17	09/08/17	WSFA 12 NEWS AT 4P M-F 430-5P M	M-F 430-5P	-TWTF--	:30	4	\$75.00	NM																																																																			
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12	09/05/17	09/08/17	WSFA 12 News at Six - MF	6-630pm	-TWTF--	:30	4	\$350.00	NM																																																																			
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4	WSFA	F	09/08/17	6:28 PM	WSFA 12 News at Six - MF	6-630pm	:30	Judge Roy Moore - Stand	\$350.00	NM																																																																		
13	09/05/17	09/08/17	WSFA 12 News at Ten - MF	10-1035pm	-TWTF--	:30	4	\$275.00	NM																																																																			
<table><tr><td>Weeks:</td><td>Start Date</td><td>End Date</td><td>MTWTFSS</td><td>Spots/Week</td><td>Rate</td></tr><tr><td></td><td>09/04/17</td><td>09/10/17</td><td>-TWTF--</td><td>4</td><td>\$275.00</td></tr><tr><td>Spots: #</td><td>Ch</td><td>Day</td><td>Air Date</td><td>Air Time</td><td>Description</td><td>Start/End Time</td><td>Length</td><td>Ad-ID</td><td>Rate</td><td>Type</td></tr><tr><td>1</td><td>WSFA</td><td>Tu</td><td>09/05/17</td><td>10:16 PM</td><td>WSFA 12 News at Ten - MF</td><td>10-1035pm</td><td>:30</td><td>Judge Roy Moore - Stand</td><td>\$275.00</td><td>NM</td></tr><tr><td>3</td><td>WSFA</td><td>W</td><td>09/06/17</td><td>10:27 PM</td><td>WSFA 12 News at Ten - MF</td><td>10-1035pm</td><td>:30</td><td>Judge Roy Moore - Stand</td><td>\$275.00</td><td>NM</td></tr><tr><td>4</td><td>WSFA</td><td>Th</td><td>09/07/17</td><td></td><td>WSFA 12 News at Ten - MF Credited</td><td>10-1035pm</td><td>:00</td><td></td><td><del>\$275.00</del></td><td>NM</td></tr><tr><td>2</td><td>WSFA</td><td>F</td><td>09/08/17</td><td>10:16 PM</td><td>WSFA 12 News at Ten - MF</td><td>10-1035pm</td><td>:30</td><td>Judge Roy Moore - Stand</td><td>\$275.00</td><td>NM</td></tr></table>										Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate		09/04/17	09/10/17	-TWTF--	4	\$275.00	Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type	1	WSFA	Tu	09/05/17	10:16 PM	WSFA 12 News at Ten - MF	10-1035pm	:30	Judge Roy Moore - Stand	\$275.00	NM	3	WSFA	W	09/06/17	10:27 PM	WSFA 12 News at Ten - MF	10-1035pm	:30	Judge Roy Moore - Stand	\$275.00	NM	4	WSFA	Th	09/07/17		WSFA 12 News at Ten - MF Credited	10-1035pm	:00		<del>\$275.00</del>	NM	2	WSFA	F	09/08/17	10:16 PM	WSFA 12 News at Ten - MF	10-1035pm	:30	Judge Roy Moore - Stand	\$275.00	NM
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14	09/10/17	09/10/17	WSFA 12 News at Ten - Sun	10-1030pm	-----1	:30	1	\$300.00	NM																																																																			
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## INVOICE



Send Payment To:

**WSFA**  
**Regions Bank**  
**ATTN: Lockbox # 1400**  
**P.O. Box 11407**  
**Birmingham, AL 35246-1400**

Invoice #	Invoice Date	Invoice Month	Invoice Period
1806151-1	09/24/17	September 2017	08/28/17 - 09/10/17

Advertiser	Product	Estimate Number
POL/Moore, Roy/Senate	ROY MOORE FOR SENATE	

[www.wsfa.com](http://www.wsfa.com)

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type																																	
14	09/10/17	09/10/17	WSFA 12 News at Ten - Sun	10-1030pm	-----1	:30	1	\$300.00	NM																																	
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Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type																																
1	WSFA	Su	09/10/17		WSFA 12 News at Ten - Sun	10-1030pm	:00		<del>\$300.00</del>	NM																																
Credited																																										
15	09/10/17	09/10/17	Late News	1030p-11p	-----1	:30	1	\$150.00	NM																																	
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1	WSFA	Su	09/10/17	11:03 PM	Late News	1030p-11p	:30	Judge Roy Moore - Stand	\$150.00	NM																																
Total Spots							42																																			

## Payment Terms 30 Days

<u>Gross Total</u>	\$5,705.00
<u>Agency Commission</u>	\$855.75
<u>Net Amount Due</u>	\$4,849.25

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